## R. J. REYNOLDS TOBACCO COMPANY SPECIAL MARKETS PROMOTIONAL DISPLAY PLAN

Reynolds Tobacco Company. However, R. J. Reynolds Tobacco Company may withhold payment from the retailer if the retailer fails to provide R. J. Reynolds Tobacco Company with sufficient correct information to Issue a Form 1099 to the retailer for way taxable year covered by this agreement. In the case of an individual proprietorship, this sufficient correct information is his individual name and either his social security number or employer identification number for his sole proprietorship. In addition to the retailer's individual name, he may also provide his business name for the sole proprietor provided his individual name is listed before the business name. He may not furnish only the business name. With respect to partnerships, estates, trusts and similar entities, this information is the entity's or retailer's employer identification number as it appears on the partnership's Form 8501 (IRS form number). As soon as the applicable information is provided to ancorprocessed by R. J. Reynolds Tobacco Company, it will release any such withheld payments to the retailer. This portion contents the provision does not apply if the retailer is a corporation.

The attached contract will remain in effect, unless and until terminated by either party upon 30 days written notice delivered to the other. In the event of failure of performance by retailer, this contract may be terminated by R. J. Reynolds Tobacca Company forthwith and without notice.

We/I the undersigned retailer and R. J. Reynolds Tobacco Company, by signing below, thereby agree, for the type plan and stores designated below, to the terms and conditions of the R. J. Reynolds Tobacco Company Special Markets Promotiona Display Plan, dated April 1, 1989.

is your organization a corporation, government agency, or tax exempt?	YES NO
If no, enter your name as shown on your Social Security Card and TIN in the a	pplicable space provided below:
Individual Name:	
Individual Proprietorship: (Social Security Number)	or Partnership: (Employer ID Number)
Store Name HESS GAS STATION	RJR Account Number
Street Address 1- HESS Plaza	RJR Territory Number
CHY/State Woodbridge NJ	2b 07095
·	f chain)
CIGARETTE VOLUME	CATEGORY:
NOTE: Pay Reviod Regins 1 2 NOV 1, 1993	3
November / December 1993 10 - 49 50 - 99	100+
15 per LOCATION PLY MONTH LIST PLAN(S) SE	
75/ARNS Plan Number Qualified Stor	Total Quarterly res <u>Dollar Amount</u>
Trine B opened	<b>\$</b>
<u> </u>	
·	τοταL \$ ω
Of Change	φ
Retailer's Signature Which The Signature	10/18/93
Title: Mr. of Purchasing, Cotstones	Daté Contract Signed
R. J. REYNOLDS TOBACOO COMPANY	Contract Effective Date
By: Jones Chain Acts. My	7/

## R. J. REYNOLDS TOBACCO COMPANY SPECIAL MARKETS PROMOTIONAL DISPLAY PL

21 RECT

J. Reynolds Tobacco Company is pleased to announce the following display plans, effective April 1.1989, for Specia Market retail stores.

### General Requirements for Participation:

- RJR Special Markets Promotional Counter Display
- RJR Designated Advertising

Payments will be made on a quarterly basis as follows. All payments shown per month per store:

Volume Category	Weekly Cigarette Volume	Standard Counter Position	Primary Counter Position
1	10-49	\$ 2.50	\$ 4.00
2	50-99	\$ 5.00	\$ 7.50
3	100+	\$10.00	\$15,00
1	Plan	Α	В

51847

Cigarette volume will be determined by the average total weekly sales of all brands of cigarettes during the most recent three-month period.

Specific Requirements:

R. J. Reynolds Tobacco Company will furnish appropriate display fixture and advertising used by retailer.

### Promotional Counter Display

- This plan is made available to those Special Markets retailers who position and maintain unobstructed a specially designed display, with advertising cards, immediately adjacent to the primary selling area on the most active sales counter.
- The primary selling area, as defined by R. J. Reynolds Tobacco Company, is the position at or across from the cash register on the primary selling counter as determined by the R. J. Reynolds Tobacco Company Representative.
- In the event it is not possible to place the display in the primary selling area, it may be placed unobstructed in a standard location on the sales counter as determined by the R. J. Reynolds Tobacco Company Representative.
- Retailer must continuously maintain this display with predetermined RJR promotional product, or, lacking such, single packs of the RJR brand designated by the affixed advertising.

### Designated\_Advertising

- Designated RJR advertising pieces must be maintained in the below listed areas as determined by the RJR Representa-
  - Store Front
  - High Traffic Area in Store
  - At Primary Sales Counter Area
- The retailer will not permit posters, shelf strips, decals, or other advertising, promotional, or informational materials, including those related to the retailer's own products, to be affixed or appended to any part of the display except those of R. J. Reynolds Tobacco Company which are a part of or relate to said display.

Only one display plan may be selected by any one retail store.

Retailer will continuously maintain an adequate display of designated brands carried by the retailer, as selected by R. J. Reynolds Tobacco Company. Displayed brands must be unobstructed and visible to the consumer.

Brand selection will correspond to the riser card promotional messages which may be periodically changed at the discretion of R. J. Reynolds Tobacco Company.

ailer will permit R. J. Reynolds Tobacco Company's Representative to make reasonable audits of performance and to Lect and rotate stocks of R. J. Reynolds Tobacco Company's products in stores under contract.

R. J. Reynolds Tobacco Company will make payments by check as soon as practicable. Payments will be made for stores rendering full performance during a quarter, and on a pro rata basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under contract from invoices due R. J.

## R. J. REYNOLDS TOBACCO COMPANY PACK OUTLETIMERCHANDISING PROGRAM CONTRACT -PACK OUTLET MEIVALIASID SOIRGULUS RAM CONTRACT

R. J. Reynolds Tobacco Company will make payments by checklas soon as practicable. Payments will be made for stores rendering full performance during a quarter, and on a pro rate basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under contract from invoices due RJR. However, R. J. Reynolds Tobacco Company may withhold payment from the retailer if the retailer talls to provide R. J. Reynolds Tobacco Company with sufficient correct information to issue a Form 1099 to the retailer for any taxable year covered by this agreement. In the case of an Individual proprietorship, this sufficient correct information is his individual name and either his social security number or employer identification number for his sole proprietorship. In addition to the retailer's individual name, he may also provide his business name for the sole proprietorship, provided his individual name is listed before the business name. He may not furnish only the business name. With respect to partnerships, estates, trusts and similar entities, this information is the entity's or retailer's employer identification number as it appears on the partnership's Form 8501 (I.R.S. Form number). As soon as the applicable information is provided to and processed by R. J. Reynolds Tobacco Company, it will release any such withheld payments to the retailer. This portion of the provision does not apply if the retailer is a corporation.

This offer is extended pursuant to R. J. Reynolds Tobacco Company's general display plan, that in the judgment of the Company, is made available on proportionately equal terms to all competing retailers in bloods at pennantupal evode and policement of the Company, is made available on proportionately equal terms to all competing retailers in bloods at pennantupal evode and policement of the Company, is made available on proportionately equal terms to all competing retailers.

Contract - Full Print	ין עומרים באועמיץ, טמופט January ,	Tobacco Compa ons of the R. J. 1994.	any, by signing Reynolds Tol	****	an an an talkani. In	or a section at all any		
Is your organization if no, enter your na	n a corporation, novernmen	nt agency, or tax al Security Card	exempt?	Total Guarter of the process of the service of the				
Individual Name: _ Individual \$25 Proprietorship:	Title Date of the contraction acorporation, government agency or tax exempt?    Very Contract of the contract							
Store Name (Pi	o, enter your name as shown on your Social Security Card and TIN In this debicable space in word do blow.  Subtract your name as shown on your Social Security Card and TIN In this debicable space and the subtract of the space and the							
Street Address	260 /849 240+	665-751	100 - 145 838	66-64		0353		
City/State	birdboow	ge in it is	1275.wi	Zip Ç	Code		095	<del>်ပုံသမ္မ</del> ၁
	7.17	<u> Kolon (20)</u>				,		
CIRCLE	CORRECT PLAN UNI	DER APPRO			USTRY VO	LUME	CATEGO	RY
					LCULATIC	N	जिल	Full
cai ets in tront	pentive displays or other pro				<u> </u>			•
<del></del>	Full Price Display							
ok, and total industr	Signage Requireme	e <b>nt</b> Outdoor of Johann	n valooley intern	ઉચ્ચીપ્ <sub>ર</sub> ાઈ કે છે.		DIVI 401	iler agress	sieĄ •
Type Pla			ualifying Sto	ores	ត្វបសេន វាស៊េន ១	owi 🐼 To	eengs telicotal Quarte	ઝુકિં Srly unt
Type Pla FPD _C	an <u>-</u>	Number of Q	ualifying Sto	ores leserge의 유니거	อุนเอล กิเลีย กล่งอีป €y ลก	DIVI (ASI To Do Sabb (&	seange raille at Quarte ollar Amol lay eizo all	siefi erly unt qeiO •
Type Pla FPD _C FPD ≘E <u>T</u>	an <u>-</u>	Number of Q	ualifying Sto	ores leserge의 유니거	อุนเอล กิเลีย กล่งอีป €y ลก	ow word To Do Stable &	iller agrees Diar Quarte Ollar Amol May etco with	siefi erly unt qeiC •
Type Pla FPD _C FPD 968 <u>T</u> FPD	an <u>)</u> . yd boron <u>na en wrhalb r</u>	Number of Q Of tone events Of	ualifying Sto CN evitation Bondthe ad Iliv	Pes Peproperation of the second of the secon	e HJP accur Mineri €y an IIIs PJF <u>t braix</u>	DIVITARIO TO DI STAD 3 \$ bato 5.	niler agrees phan Quarte lay eize with artists a second	Signal si
Type Pla FPD C FPD REE FPD evelue F* 5 c	ng  't dis tak as an around by a cover by a cover be affixed to be affixed to be a cover by a cover	Number of Q Of tone eveds Of	tualifying Sto PEN the ad the Bendthe ad the	ores lesenceH ALH v bove dalbet	e Hurt accura mineri Ey an Ilin PUH <u>toranc</u>	ONI (A) TO D Shab d Shaboto Shaboto Shaboto	iller agrees Insulation	siefi • erly unt qeiO • rrds/r· rresfi
Type Pla FPD C FPD SUBL FPD eyelgedo F' S c	n an an an arrowed by 3. Cover by a still was a still	Number of Q Of tone events Of carefaller of gr	evalifying Stope S	ores lesendes ALA visposous v ny (ny	e Hurt accura mineri Ey an Ilin PUH <u>toranc</u>	ONI (A) TO D Shab d Shaboto Shaboto Shaboto	iller agrees Insulation	siefi • erly unt qeiO • rrds/r· rresfi
Type Pla FPD SUB FPD SUB FPD SUBSUBER SUBSUBER SUBSUBLE SUBSUBER SUBSUBLIF SUBSUBLIF SUBSUBER SUBSUBLIF SUBBUT SUBSUBLIF SUBSUBLIF SUBSUBLIF SUBSUBLIF SUBSUBLIF SUBSUBLIF S	ns  ndis law, as a maroved by a cover by a cover so be affixed to be affixed to be affixed to be a cover as a cover benegic to a cover the cover a cover on a cover o	Number of Of the averted of processing the Communication of the Communic	evalifying Sto	Pres Happed ALH	e Huiri acuuru mineri Ey an iiin PUH <u>toreix</u> lycaleTOT	Orvi (a) To Di Shab d Shabero S Secretary	iller agrees late of the company of	Sight - Sight
Type Pla FPD SUBFPD SUBFPD evaluation F1 St co  Date Co SUB	national and a solution of the second by a solution of the sol	Number of Q	Control of the contro	ores Descriçation of the control of	minerity an in PUH oreixo	Changes	iller agrees late of the control of	siefi • eriy • e
Type Pla FPD SUBFPD SUBFPD evaluation F1 St co  Date Co SUB	national and a solution of the second by a solution of the sol	Number of Q	Control of the contro	ores Jesendo Halling Victorial of the control	e Hulf acuur mineri Ey an ilis PUH <u>oreix</u> PelATOT	State de Sta	iller agrees late of the company of	siefi • eriy • e
Type Pla FPDCFPDEFPDevaluatio F* 5 c	nance of the law of th	Number of Q	evalifying Stope of S	ores Jesergal ALA V Lovalgab al V Lovalgab a	Manuel Lyan  TOTAL  MELATOT  M	Changes	iller agrees late agrees late late late late late late late late	Sign of the control o
Type Pla FPDCFPDEFPDevaluatio F* 5 c	nance of the law of th	Number of Q	evalifying Stope of S	ores Jesergal ALA V Lovalgab al V Lovalgab a	Manuel Lyan  TOTAL  MELATOT  M	Changes	iller agrees late agrees late late late late late late late late	Sign of the control o
Type PlaFPD CFPD RESTFPD RESTFPD RESTSystem First ContractContractnoitomore;	nance of the law of th	Number of Q	evalifying Stope S	ores Jesengo A ALA Victorial Silver Victorial Silver Victorial Silver OCOCOMM Ovince Silver Victorial Silver	MIN PUF DIAM	ovi tologo	iller agrees late agrees late late late late late late late late	Steff • Drity Unt quick • Order  Steff • Steff
Type Pla  _FPD SC _FPD RESC _FPD SC _FPD SC _SC _SC _SC _SC _SC _SC _SC _SC _SC _	n dis law, as a moved by a contract is be affixed to be a contract Signed be accorded to the accorded to be accorded to be accorded to be accorded to be accorded to the accorded to t	Number of Quantum avoid of Care avoid of Quantum avoid of	cualifying Stope S	ores Jeengah ALA v tayangah yan yan CCO COMP  ovintasa	TOTALEM  TOTALEM  TOTALEM  A COLOR OF THE CO	Down to Down the State of the S	aniler agrees later agrees later agrees with a series agrees aniler with a series agree agreements with a series agreements agreemen	Staff • Drivy unt quit • Order  Staff • Order  Staf
Type PlaFPD CFPD RESTFPD RESTFPD RESTSystem First ContractContractnoitomore;	n dis law, as a moved by a contract is be affixed to be a contract Signed be accorded to the accorded to be accorded to be accorded to be accorded to be accorded to the accorded to t	Number of Quantum of the events of grand of gran	cualifying Stope S	ores Jesergah ALA  v Lovalgab at  v	TOTALEM  TOTALEM  TOTALEM  A COLOR OF THE CO	Down to Down the State of the S	aniler agrees later agrees later agrees with a series agrees aniler with a series agree agreements with a series agreements agreemen	Staff • Staff

RJRT Form 761 - 11-93

# PACK OUY/ARTHOLDS TOBACCO COMPANY PACK OUY/ARTHOLDS TOBACCO COMPANY - TOARTHOO MARQORS DNISIDNAHORM TELLTUO NOR

,	
	. 1
	Ch st 150 miles Care
	and the second second
	PA ct + t5 Applace (1987)

C = CHANGE

PACK OUTLET MERCHANDISING PROGRAM CONTRACT -Cobrece Corapany will make YAJGRID SPIRAL PRICE Pas nanciup llut one nerti seet no se consenda principana seriola not assect also que a no bratta par principal consenda llut territoria. Il deservo del Rich eule se se serio del principal del serio del consenda del Rich eule se serio del consenda del serio del consenda del Rich eule se serio del consenda del Rich eule se serio del consenda del Rich eule se serio del Rich eule se serio del Rich eule se serio del consenda 17. Present a viscous eviscous of the property of the relation of pessence ("HUH") predicted the property of the relation of the relation of the property of the relation of the relation of the property of the relation of the property of the relation of the relation of the provided for the relation of the relation of the provided for the relation of the relation of the provided for the relation of the relation of the provided by the relation of the relation o This offeres extended pursuant to R. J. Reynolds Tobacco Company's general display plan, that in the judgment of the Company is Retailers not meeting the above requirements should discuss alternatives with an RJR Rebresentative. ned end R. J. Peynolds Tobacco Company, by signing below, the aby agree for the twostolen and stome and conditions of the R. J. Reynolds Tobacco Company Pack : **STINAMALA MARROGRY** and splay dated January 1, 1994. RJR Full Price pack display in prime position. Nur or jarji zátion a bój poration, gövernnjent ágency, or tal jexempt? eater your come as shown on your Social Security Card and TIN in the applicable space provided below: Signage as designated by an RJR Representative. PAYMENT AS FOLLOWS: PAYMENT CALCULATION Please Print) Va (Inn Pease) B 76 - 99 100 - 149 150 - 199 200 - 249 250+ કો Addre Full Price Display 1119 UFI \$25 Cigarette volume will be determined by the average total weekly sales of all industry brands during the most recent three month period. Call Classification Branch (If Chain) CIRCLE CORRECT PLAN UNDER APPROPRIATE WEEKLY INDUSTRY VOL Location must be self-service and may not be obstructed from consumer by competitive displays or other products in front of or on the side of this display. 002 eet - 021 100 - 149 76 - 99 Full Price Display **S25** SPECIFIC REQUIREMENTS Signage Requirement Retailer agrees to provide RJR accurate and current velocity information, to include total RJR volume per week, and total industry volume per week? Collar Amount Number of Qualifying Stores: SOVI Display size will be determined by an RJR Representative. FPD Advertising associated with RJR brands displayed will be affixed to or above each display, as approved by an RJR (197) Representative. Retailer will not permit advertising of any kind, including that relating to retailer's own products, to be affixed to RJR displays. Retailer agrees to maintain adequate display of designated cigarette brands on display at all times. Date Contract Signed Retailer agrees to maintain RJR displays and signage in an unobstructed manner, in the location agreed upon by an RJR Representative. Changes in location of displays, or effectiveness of display location will terminate this agreement. Contract Effective Date • Retailer will provide RJR equal opportunity with its competitors, to place temporary displays and temporary price/promotion signage as requested by an RJR Representative. The Haller further agrees that restricting RJR's ability to display, promote or distribute RJR brands, or the ability to compete equally with other tobacco companies in all areas at retail, will result in termination of this contract ວວກ ການ? Retailer will permit RJR to make reasonable audits of performance and to inspect and rotate RJR products. OOA = A $\mathbf{G} = \mathbf{E} \mathbf{I} \mathbf{D}$ 

retailer, this contract may be terminated by RJR forthwith and without notice:

RJR reserves the right to modify or telminate this contract after notice to retailer. In the event of failure of performance by the 🐴

D = DELETE C = CHANGE

# PACK OUTLET MERCHANDISING PROGRAM CONTRACT AND SAVINGS DISPLAY.

ে, মা চিল্ল টিছেন **11:33** ্ দল্ল য়েত কংইণ্ড

51847 3643

R. J. Reynolds Tobacco Company, will make payments by check as soon as practicable? Payments will, be made for stores rendering full performance during a quarter, and on a pro rata basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under contract from invoices due RJR. However, R. J. Reynolds Tobacco Company may withhold payment from the retailer if the retailer fails to provide R. J. Reynolds Tobacco Company with sufficient correct information to issue a Form 1099 to the retailer for any taxable year covered by this agreement. In the case of an individual proprietorship, this sufficient correct information is his individual name and either his social security number or employer identification number for his sole proprietorship. In addition to the retailer's individual name, he may also provide his business name for the sole proprietorship, provided his individual name is listed before the business name. He may not important to the uniness name. With respect to partnerships, estates, trusts and similar entities, this information is the entity's or retailer's employer identification number as it appears on the partnership's Form 8501 (I.R.S. Form number). As soon as the applicable information is provided to and processed by R. J. Reynolds Tobacco Company, it will release any such withheld payments to the retailer. This portion of the provision does not apply if the retailer is a corporation, your entitle and a corporation processed by R. J. Reynolds Tobacco Company.

This offer is extended pursuant to R. J. Reynolds Tobacco Company's general display plan, that in the judgment of the Company, is made available on proportionately equal terms to all competing retailers. We/I the undersigned and R. J. Reynolds Tobacco Company, by signing below, thereby agree, for the type plan and stores designated below, to the terms and conditions of the R. J. Reynolds Tobacco Company Pack Outlet Merchandising Program Contract - Savings Display, dated January 1, 1994. Signage as designated by an BJP Represent Is your organization a corporation, government agency, or tax exempt? YES NO NO NO NO NOTICE OF TWEMYAY OF THE PROPERTY OF THE NO. individual Name; Individual Proprietorship: 3 or Partnership . (Employer ID Number (Social Security Number) 100 - 149 Store Name (Please Print PAZA: Its to select vision into egaptive add the firm of the Control of the contr Woodbridge City/State <u>aruam-</u>Zip Code <u>ruauc@w@</u> SelecteX() [Hay(s) r(niahO-1) horisiBeize to display and promote ALOTIA must interchandise no less than 24 pack facings of product. Call Classification polyes should kind CIRCLE CORRECT PLAN UNDER APPROPRIATE WEEKLY INDUSTRY VOLUME CATEGORY DISPLAY TYPE MONTHLY PAYMENT CALCULATION Heore halafi 76 - 99 100 100 - 149 ~~150 - 199`~'200`<del>-</del> 249 `250+`\* Savings Display(s) \$15 \$30 \$35 \$40 (4.188/12)\$45 Ingment upon Signage Requirement Total Quarterly Number of Qualifying Stores an ritting vo beginnelet a Dollar Amount Plan Type Advertising essociated with RUH prants displayed will no allove pace pace oisplay, us approved by on BUH. SD ng of any kinu, archieng ever relating to retailer a own products, to be affixed to RuR displays gnated organette brands on dismay at all time ontract Signed on administration eldreisniemet fav bod J. REYNÓLDS noil Contract Effective Date: 1019310 CONTRACT TYPE III described of near starting will result in the track of near the contract. **FUNCTION Function** oc:iorman:ddAl≒ A = END

Source: https://www.industrydomorpemes.goesf.edu/docs/mhxv0000

# RYJAREYNOLDS.TOBACCO.COMPANY PACK OUTLET MERCHANDISING RROGRAM CONTRACT -

	SAVINGS DIS	PLAY		
in in a property of the individual of the indivi	orn type in the industrial ye on, or the control of	ins a numer to the control of the cole part of the cole part of partners of the cole partners of the cole of the c	Je if out 6 h-atomicinal in a rule for operation from the colors of the color of th	Company with sur- by osee of an in- render of entry co- ceded his budget budget only mo- petaller's angliger applicable informs.
PROGRAM ELEMENTS: ** ni te ii .ne				
• •	14,5,5,6,10	dening many atten-	anales fraistrantant i	promise in the participation of the participation o
ensile of the second se		and agnivachanni Palacife of the H P1, 1924.	i <b>no displays.</b> Princest Pos chilo estrat dir. Of Sprotay dat <del>e</del> d datent	A Sport of the Parising of the
• Signage as designated by an RJR Re ON L PAYMENT AS FOLLOWS: ong example	tev extrent? X VES	iment agency, or Social Security O	i a conporation, govern me as shown on your	φ για γους na.
DISPLAY TYPE	MONTHLY PAY	MENT CALC	1.11.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1	emisivity 6
Employer 10 Non cord	76 - 99 100 - 149	150 - 199 (* 20	D E 249 ···×2) 250+	Carloid S
Savings Display(s)	ii □ \$15 \$30 \\(\(\)	,	\$40	Store Name
Cigarette volume will be determined by the period.	average total weekly sales of	all industry bran	ds during the most rec	three-month the
INDIVIDUAL COMPONENT REQU SAVINGS DISPLAY	· · · · · · · · · · · · · · · · · · ·	EW S	Woodbook	City/State
must merchandise no less than 24 particles and the PATRIC PATRICE OF Multiple displays/locations may be used to the Patrician Community of the Patrician Com	AOPRIATE WEEKLY IND ezibnertosem vieteupeba ot be- ezibnertosem vieteupeba ot be- or ittlw vitrad negt zeel grvtijijds	RJR-Savings B	ands as approved by	an RJR
SPECIFIC REQUIREMENTS	of 4,7 a.p., some 6,3,000 to proposition of the foreign of a contract of the back-stables			EN TOP
Retailer agrees to provide RJR accurate volume per west.      VI UNIDAD TO COMMON				
Display size will be determined by an R.	NA Representative VIII (1)	Number o		Type Plan SD C
Advertising associated with RJR brands Representative.		r above each dis	play, as approved by a	an RJR OS
• Retailer will not permit advertising of an	y kind, including that relating t	o retailer's own p	products, to be affixed	to RJR displays.
Retailer agrees to maintain adequate di	isplay of designated cigarette i	brands on display	y at all times.	2/10
Retailer agrees to maintain RJR display Representative. Changes in location of	ys and signage in an unobstruc displays, or effectiveness of d	cted manner, in ti isplay location wi	ne location agreed upo Il terminate this agree	on by an RJR ment.
Retailer will provide RJR equal opportung     signage as requested by an RJR Repre	inity with its competitors, to pla esentative.	YBR .L .R ce temporary dis 	plays and temporary p	orice/Brott@tion
Retailer further agrees that restricting R with other tobacco companies in all area				to compete equally
• Retailer will permit RJR to make reason	able audits of performance ar	nd to inspect and	rotate RJR products.	Punction
RJR reserves the right to modify or term     retailer, this contract may be terminated	ninate this contract after notice I by RJR forthwith and without	to retailer. In the	event of failure of per	E = END D = DELETE
		1 1 1		C = CHANGE

RJR will make payment by check as soon as practicable. Payments will be made for stores rendering full performance during a quarter, and on a pro rata basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under this agreement from invoices due RJR. However, R. J. Reynolds Tobacco Company may withhold payment from the retailer if the retailer fails to provide R. J. Reynolds Tobacco Company with sufficient correct information to issue a Form 1099 to the retailer for any taxable year covered by this agreement. In the case of an individual, proprietorship, this sufficient correct information is his individual name and either his social security number or employer identification number for his sole proprietorship. In addition to the retailer's individual name, he may also provide his business name for the sole proprietorship, provided his individual name is listed before the business name. He may not furnish only the business name. With respect to partnerships, estates, trusts and similar entities, this information is the entity's or retailer's employer identification number as it appears on the partnership's Form 8501 (I.R.S. Form number). As soon as the applicable information is provided to and processed by R. J. Reynolds Tobacco Company, it will release any such withheld payments to the retailer. This portion of the provision does not apply if the retailer is a corporation on motivate as a sale as fall than the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply if the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision does not apply in the retailer is a corporation of the provision of the provision does not apply in the retailer is a corporation of the provision This offer is extended pursuant to RJR's general display plan? In the judgment of RJR, it is made available on proportionately ที่รับเน**อง**ดู equal terms to all competing retailers. This contract will remain in effect until terminated upon notice by either party or until superseded by a new contract between both parties. In the event of failure of performance by retailer, this contract may be terminated by RJR. We/I understand that failure of performance of any of the above terms and conditions would no longer entitle retailer to participate in the RJR Savings Center Display Plan and to utilize in any way merchandiser(s) furnished by RJR for this program. If you wish to accept this offer, please sign and date below and return the original to your RJR Representative UOAR JARAMAN Is your organization a corporation, government agency, or tax exempt? In Security Card and TIN number in the applicable space provided below: or on a separate package disetay as syched in on by Huff. Individual Name: Individual Row deficitions for Both merchandisons. **Proprietorship** or Partnership: (Social Security Number) 1/2' shell = 8 rows 3' shelf = 9 rows LIST PLAN(S) SELECTED ewor SiTotal Quarterly (a) lients Number of Qualifying Stores of good brawtot a ni ed Dollar Amount, Type Plan SCPO **SCPO** <u>च्यात्रक एक तेमित में विकार प्राचात वर्षाका वस्त्रका वर पायक्षका शहर के वर्षका राज क्वयत्रकात हुए क्षेत्र स्थात</u> SCPO Tada tyrng merchandiser(s) must have a militanum of that shelves and but leading of their shelves, blead multis or that by Butter may be shenge the configuration (uppend), height which or multiple exceptions of the Butter may be shenge the configuration (uppend), height which or multiple exceptions. **NID** eerqə/03/53 = 03 ≥ 00 yd 0353-02-00 RJR Territory No. Street Address The property of selfedus to be 707 parties attematively use said space for non-tobaccou gaventsing. Branch (If Chain) Call Classification Retailer's Signature 1847 tract Signed with it.lift's corrent advantaina. Retailer will permit the RJR Repr.YNA900 Contract Effective Date vitaged lets; bus like a sequencitor 818 effi Relation will provide AUR equal opportunity with its combettory Taggride PLAN has yo belea. UNITS . EFFECTIVE **CONTRACT TYPE** FUNCTION Function access (188 A = ADD8 **≅END** rear Alegari 70 l HR nr. D = DELETE = CHANGE

The second section of the sect

**DIVISION OFFICE COPY** 

RJRT Form 393 - 11/93	Land	K/o
nyment by check as sYNA9MOD CODAGOT SOLVER endering full performance during a	make pa	lliw ALA
.dlnom rebneleo enoSAVINGS CENTER DISPLAY PLAN FOR PACKAGE OUTLETS 10 010		
jedøct afmotintsidue under this agréement from invoices dué RJR. However, R. J. Reynolds Tobacco Comnany Imant from the retailer il the behaller faits for provide RUL. Reynolds Tobacco Company with sufficient codrect		
photos floor has realist in the receipt rate to provide the integrables induced company with substantial comment.	esi, ot no	illovi, (2001) Silemnolici "
R.J. Reynolds Tobacco Company ("RJP") is pleased to announce the following display plan, effective January 1, 18 stores selling a minimum of 100 CPW primarily by the pack on a publishing a minimum of 100 CPW primarily by the pack on a publishing a minimum of 100 CPW primarily by the pack on a publishing a minimum of 100 CPW primarily by the pack of the	994, for a	ill retall loverigorg
action as see a proprietorship, at addenote to the read harms from the PART STORE and TRANSPERS PROPERTY AND Converge my converge to the proprietorship.	nua adı de edt	ന്ദ്ര സംഗ സ് ടന്ട്
Cigarette volume will be determined by the average total weekly sales of all brands of cigarettes during the most rethree-month period.	rame. idedilia	business employer
vided to and processed by R. J. Reynolds Tobacco Company, it will release any such withheld payments to the	in is pro	informatio
<ul> <li>RJR will furnish the retailer a package/carton merchandiser(s) to display RJR sayings brands, self-service to cor</li> </ul>	nsumers	<b>T</b> .1 <b>3</b> iusten [
CHARLES MONTHING AVAILABLE AND A COMPANY OF THE ACTION OF		
nded pursuant to RJR's generateds on proportionately competing retailers.  **MUMINIMAL COMPETING RETAILERS OF PROPERTY OF STREET		
competing retailers NAUMININ CHINONS SETERABLY	VI CI	
remain in affect until terminal id upon potice by either party or until superate loc by a new or tract between both	iaci villi	This cont
C of failure of performance because 18 25 25 25 25 25 25 25 25 25 25 25 25 25	วิชต ษณี ก	partes, in
D 200+ \$40 (24)		1
hat failure of performance of all of the above terms and collutions would no bonger entitle stailer to carriclaste in	t boutare	bay FeW .
Center Display Plan and to utilize in any way merchandiser(s) furnished by B3B for this program.		
GENERAL REQUIREMENTS A REAL your original to your BUR A RIMANIUS and date below and return the original or your BUR A RIMANIUS and date below and return the original or your BUR A RIMANIUS AND A REAL PROPERTY.	) ដែ ភ្លិខិទុន	अप्रेड
on a corporation, government agency, or tax exempt? .beitiper as reit exited in all RIR list of the month of the corporation.		
woled betivene east's describe entry in the arms of the property of the state of th	ic Xonc u	ono
<ul> <li>Retailer agrees to furnish sufficient package space for low priced RJR brands displayed on either the Savings Coor on a separate package display as agreed upon by RJR.</li> </ul>		, , =-
or on a separate package display as agreed upon by non.	Minme:	180 <b>ප</b> 180 <b>ග</b>
Row definitions for RJR merchandisers:      Approximation of the second of the se	ship:	10ii:3 <b></b>
• 1' shelf = 3 Rows	٠.	ω
• 2-1/2' shelf = 8 rows	i di	<b>σ</b>
LIST PLAN(S) SELECTED swor Str= fleder/b		46
Vitating in the control of the cont		~i
AITHUR Tows mest be in a torward facing position and occupy the entire depth of the shelf(s).		<b>Гур</b>
All designated RJR shelf rows must be stocked no less than five cartons high.	• .	SCF
• RJR reserves the right to plan-o-gram, adjust and divide its allocated space as deemed necessary by the RJR R	epresen	SCF tative.
• Qualifying merchandiser(s) must have a minimum of four shelves and a maximum of seven shelves. Merchandis		SCF beilde
by RJR may not be altered or modified in any way to change the configuration (capacity, height, width or depth).	except	ppnou
by an authorized RJR Representative	es es es	
• The plan selected and capacity allocated for the display of RJR's products must not at any time be reduced from	that car	Vicity Nacity
originally agreed upon at the time of contract signing.		
Retailer will not permit non-BJR advertising, promotional, or informational material, including that relating to the	(CS) DO	Street A
own products, to be affixed or appended to the merchandiser(s) and/or Retailer shelves and/or security/equilibre	nt BJR :	جيرة Shall
have exclusive rights to the advertising space above the merchandiser(s) altid retailer shelves, although retailer ratternatively use said space for non-tobacco advertising.	nayکہا	y YIIO
	lenitice	Call Cla
• Hetailer agrees to maintain an adequate supply of HJH brands on display at all times.	oonica.	BAC RIO
Retailer's Signature Court lister on year year ad year nall eno yino •	2/101	process.
RJR will supply a customer sign on selected RJR merchandisers. The advertising copy will be changed periodic with RJR's current advertising.	ally to co	incide
Retailer will permit the RJR Representative to make reasonable audits of performance and to inspect and rollate.	4) Jay 2	roduote
Effective Date  Ry  Proposition and the contract of the contra		
• Retailer agrees to provide RJR accurate and current velocity information, to include RJR volume per week, and	lotal indu	ustry
n an volume per week a someway of the someway of th	erankin e	SEPTATION SANS
• Retailer will provide RJR equal opportunity with its competitors, to place temporary displays and temporary price EVT signage as requested by an RJR Representative. อยชา TDARTMOD เลือก เมื่อกับเบล	/promoti	on
• Retailer further agrees that restricting RJR's ability to display, promote of distribute RJR brands, or the ability to	compete	า เห็นกิด
equally with other tobacco companies in all areas at retail, will result in termination of this contract	aci	A.= A
• RJR reserves the right to modify or terminate this contract after notice to retailer. In the event of failure of perform	nance by	Ahe s
it retailer this contract may be terminated by RIR torbuilb and without notice / ( )	ELETE	<del></del>
	HANG	

Retirn to

LESS contract

File

51847 3647

Source: https://www.industrydocuments.ucsf.edu/docs/mhxy0000

# R. J. REYNOLDS TOBACCO COMPANY YNASMOO 100 STREET S

1999 Form 7162 – Dier Commodity No. 071621

Realist will continuously maintain an adequate display of designated brands carried by the remiter, as solved by H. J. Reynolds Tobacco Company.

Ciesteragicalistication server lister vot 1984 11 Yearnal Sylvation (Server) Shoulds administrative of the solvent of the server of the

Corni beself evelquib (2) the register dead year gain of the control of the contr

to those retailers who position and maintain the display adjoining the primary register to those retailers who position and maintain the display adjoining the primary register to The display elected will be placed with 传统,只要

card(s) on top trays and other advertising materials as determined by R. J. Reynolds Tobacco Company on lower trays.

Sometimes of the control of the control of the trays of the trays of the control of the trays of the trays of the control of the trays of the trays of the control of the trays of the tra

Tobacco Company representative.

To prove the state of th

one (Peyments will be meda on a quarterly bests as follows, tall payments shown per month per store in the property of the payments and the per store in the payment of the period of the period perio

gnated bolow,	plan and stores desi-	agree, for the type	ming below, therefry	en Company, by sig	L Baynolds Tobse	one relietes bering	V/a/I the undar
		STO MERKENIA A					
	VOLUME CATEGORY	, CIGARETTE VOLUME	BO PACKS	120 PACKS (tol)	140 PACKS	PACKS THE	Store Name
	,	1 Y10111011 3911	\$6.50	N/A MA		ANNE	Street Address
195	5702 ols	40 - 99	\$ 10.00	\$ 18.00	DRIGNE	NYOON.	City/State
	3	100 - 169	\$ 29.00	\$ 37,00	\$ 41.00	\$ 43.00	
	4	Over 170	# 35.00	\$ 44.00	\$ 46.00	\$'49.00 <sup>'''''</sup> <sup>n</sup> '	
		PLAN	(ON//59,1,)		Sovernmental again	ntion a compression	

0171	Social Spointly Number) (Employer ID H			
	fractions distinct	· /		
	and a decide the first of the first extrema set in the city of the contribution where the decide the contribution is a contribution of the contrib	/		<b>X</b>
	R. J. Reynolds Tobacco Company will furnish an appropriate display fixture to the plan selected by standard configuration with riser card(s) on top trays and other advertising materials as determined by	the retailer.	which will-b	e placed in a
٠.			$\mathcal{M} = \mathcal{M} \cup \mathcal{M}$	1
	standard configuration with riser card(s) on top traveland other advertising materials as determined by	H, J. Keyn	oldt, i opacco	∵Company on
	permit programme to the property of the programme of the programme of the permit of th	•		

Payments will be made on a quarterly bests as follows. All payments shown per month per store: 1949

The standard configuration display must be placed and maintained in the number one selling position away from the primary cash register as determined by an R. J. Reynolds Tobacco Company, representatives:

001 00 employ

المحالية والقامد المحالية	ارانی این این این این این این این این این	# <u> </u>	CTANDARD D	POLAV DI ANO		A 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	10-39 Car
and the second second	representation of the second	4	STANDARD DI	E STAT PLANS	2K		140 09 Can (00 100 09
	VOLUME CATEGORY	WEEKLY CIGARETTE VOLUME	BO JA	TOT 120 PACKS	74 140 PACKS	THE REPORT OF THE PROPERTY OF	er 170 Car
	1	10 - 39	\$ 8.564810	RAOMAN/A	N/A	N/A	*
eriy	ishD lei2T		ig 00.e (&alify)	1 \$ 16.00 QAT	N/A21	I &(/A	Ciparet Volum
<u>1m</u>	Dollar Ans	, 100 - 169	*** \$15.00 ±1	\$ 21.00 e)369	\$ 25.00		Catego 10-39 Carl
		Over-170	\$ 27.00	\$ 35.00 ~	200.88 \$	l	40-99 Carr
- 4. Wes. p # 44444	and the same of th	PLAN	В	C (1E	3C Q	tons 3B	100-169 Ca

Cigarette volume will be determined by the average total weekly sales of all brands of cigarettes during the most recent three-month period

Only one display may be selected by any one retail store. (Strategies 2 relicions)

By: \_\_\_\_\_

Yroghte 1

RJRT Form 7162 - 9/86 Commodity No. 071621

Individual Proprietorship:

10-39 Cartons

40-99 Cartons

## J. REYNOLDS TOBACCO COMPANY Y Permanent Counter Display Plan Permanant Counter Display Plan

POPFORM TOO'S - 9/89 Connigored No. 07:521

Retailer will continuously maintain an adequate display of designated brands carried by the retailer, as selected by R. J. Reynolds Tobacco Company. Displayed brands must be unobstructed and self-service to the consumer in either the cash register or standard configuration of the consumer in either the cash register or standard configuration of the consumer in either the cash register or standard configuration.

Brand selection will correspond to the riser card promotional messages which will be periodically changed at the discretion of R.J. Reynolds Tobacco Company sig system (3) in the restigent that yelling and gathering and gathering systems (1) and the contraction of the track yelling gravity and the contraction of the track yelling gravity and the company of the contraction of the contract

The retailer will not permit posters, shelf strips, decals, or other advertising, promotional, of informational materials, including those relating to the retailer's own products, to be affixed or appended to any part of the display fixture except those of R. J. Reynolds Tobacco Company which are a part of or relate to said display.

Revailer will permit R.J.J. Reynolds Tobacco Company's representatives to make reasonable audits of performance and to inspect and rotate stocks of R. J. Reynolds Tobacco Company's products in stores under contracting off grantillas valuable and distribute his notified only stellater another of

R. J. Reynolds Tobacco Company will make payments by check as soon as practicable. Payments will be made for stores rendering full performance during a quarter, and on a pro rate basis to stores refidering performance for less than one full quarter but more than one calendar, month, a Retaller will not deduct amounts due under contract from Involve due R. Us Reynolds Tobacco Company start to tridy by this remains one no bne Tobacco Company representative

The attached contract will remain in effect unless and until terminated by either party upon written notice delivered to the other. In the event of failure of performance by retailer, this confract they be terminated by H.U. Heyholds Tobacco Company forthwith and without notice a ont of

This offer is extended pursuant to R. J. Reynolds Tobacco Company's general plan, that, in the judgment of the Company, is made available on proportionately equal terms to all competing retailers. CASH REGISTER DISPLAY PLAN

We/I the undersigned retailer and R. J. Reynolds Tobacco Company, by signing below, thereby agree, for the type plan and stores designated below, to the terms and conditions of the R. J. Reynolds Tobacco Company Permanent Counter Display Plan, deted October 1, 1986.

Store Name	nai He	55 0014	b\$1	08	RJR Account	Number 1	νούς		
	BUT THE T	/ Crit (Piesse )	rint)	<i>ол</i> .јдч	SINGTON	Yno	Patran		_
Street Address	ONE	HESS. P.I.	ALA	<u>;;;;                                 </u>	RJB Territory	Number .			_
City/State	W000	DRIDGE	NI	\$ 10.60	66 - 62	Zip	5070	95	_
O-II OlIOI	\$ 43.00	\$ 41,00	\$ 37,00	\$ 29,00 Hanere	100 - 169		3		
Call Classificati	ບປ.ຕຸກ ສ	\$ 96.09	% 4/LUQ	\$ 35.0 <b>0</b>	Over 170		4		_
		governmental agenc able space provided		(Yes/No)	PLAN				. '

(Social Security Number)

Partnership

R. J. Reynolds Tobseco Company will furnish an appreciated to the plan scheded by the rat

28 TO Closvette Vi	from the prima	iting position away	CASH REGIST in the self of the self		display must be pag		lower tra
Volume	80	120	140 16	Ovidernaca Qualifyl	notes Toberco Copn	Yaff & Total Quar	torly steb
Category	Packs	Packs grote vog	Packs and myon Pac	ks gyon IA Stores	—ร ผู้เลยี Vhishkop ั	6 110 800 Dollar Amo	Pavamen
10-39 Certons	1J	–			\$		. (C.), (S.)
40-99 Cartons	2J	2K	EPLAY PEANS	O OFACHATE	<u> </u>	1 t 194	keroki likiri.
100-169 Cartons	ـ , <b>3J</b>	,	3۸ تابا د ۱۹۰۰ کار	(上海)公路(高)。1976	\$		中华人类状态 等
ver 170 Cartons	<b>4</b> J	4K	4L 4N		\$ WEEKLY		<u> </u>
	บลา	0-1	OST TOTA	L' 3 08	& CIGARETTE	" VOLUME "	<u>   1                                  </u>
	PACKS	PACKS	PACKS	PACKS	NOT NWE	CATEGORY	
	∧/M j	A\B	STANDARD	TOURS &	65 · 01		
Cigarette	ANN 80	120	140 00.01 2 16	Number 0 Ω0.8 Qualify		Total Quar	L
Volume Category	OU. Packs	Packs	140 00.01 2 16	in to belong the decision of the property of the belong of the company of the contract of the	there is not appearance that the contract of	Dollar Ame	,

3B 100-169 Cartons 3C a Over 170 Cartons ಿ≎ು TOTAL bair iq disameterid

\$ 35.00

Contract Effective Date

200.88 €

1B 00.002B

> Reynolds Tobacco Con

Fobacco Company Representative.

847

9

(Employer ID Number) UHA WATE

**DIVISION OFFICE** 

## R.J. Reynolds Tobacco USA NON-SHELF-SERVICE CARTON SHELF PLAN

R.J. Reynolds Tobacco USA ("RJR") is pleased to announce the following Carton Shelf Plan, effective August 1, 1988 for all retail stores displaying cigarette cartons on non-self-service RJR merchandisers, or shelving approved by an RJR Representative. This shelf plan is available to all retailers operating stores which sell cigarettes primarily by the carton.

## Monthly Payment Per Store

Cigarette volume will be determined by the average total weekly sales of all brands of cigarettes during the most recent three-month period. Monthly Payment Calculation Grid of Gorons

	Volume Category	Ciparette Volume	Payment Par Row Per Month	RJR Minimum Paid Rows	
	į A	100-199	\$ .35 per row .	20 RJR rows	) /30 RJR rows/\
	В	200-299	\$ .45 per row	40 RJR rowa	60 RJR rows
	C	300-499 <sub>7</sub>	<b>√ \$</b> .75 per row ∮	40 RJR rows	60 RUR rowent
**	D 6	500,+	\$ 1.25 per row	40 RJR rows	80 RJR rows

## General Regulrements:

- Row definitions for RJR merchandisers and retail shelves:
  - 2-1/2 shelf = 8 rows All retailer shelves compute
  - 3' shelf = 9 rows . 3 rows per horizontal linear foot.
  - 4' shelf = 13 rows
- RJR cigarette brands must occupy the top shelf of section(s), plus additional rows on the next lower shelf or shelves in a continuous manner.
- The top shelf must hold a minimum of 12 RJR rows applied (c) asigned
- The height of the top shelf must be a maximum of 72 inches.

  All designated top shelves must be stocked no less than 7 cartons high. Additional designated shelves for RJR cigarette brands must be stocked no less than 5 cartons high.
- RJR standard merchandiser(s) or retailer shelving used must be in total view of the consumer. Cartons may be merchandised either at point-of-purchase, separated from the consumer by a shield of transparent material, or behind a counter or checkstand. Merchandiser(s) or shelving may not be placed more than 10 feet from pointof-purchase.
- Retailer will not permit non-RJR advertising, promotional, or informational material, including that relating to the retailer's own products, to be affixed or appended to the RJR merchandiser(s) or RJR contracted shelving although retailer may alternatively use said space for non-tobacco advertising.
- RJR will supply a customer sign which will be an integral part of the merchandiser(s) or shelving. The advertising copy will be changed periodically to coincide with RJR's current advertising.
- RJR reserves the right to plan-o-gram, adjust, and divide it's allocated space as deemed necessary by the RJR Representative. Lat Similar
- Only one plan may be selected by any one retail store.
- Retailer will permit the RJR Representative to make reasonable audits of performance and to inspect and rotate RJR's products in stores under contract.\

Display plan compliance will be determined by an RJR Representative and payment will be made at the end of each calendar quarter by check, as soon as practicable. Payments will be made for stores rendering full performance during a quarter and on a prorated basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under this contract from invoices due RJR.

This contract will remain in effect until terminated upon notice by either party, or until superseded by a new contract between both parties. In the event of failure of performance by retailer, this contract may be terminated by RJR.

This offer is extended pursuant to RJR's general display plan. In the judgment of the Company, it is made available on proportionately equal terms to all competing retailers. Retailers selling cigarettes primarily by the package should contact RJR for alternative package display programs.

Item No. 358002

The undersigned retailer hereby affirms the understanding that RJR only furnished non-self-service carton merchandisers pursuant to the terms and conditions of RJR's carton shelf plan and also affirms retailer's agreement that: 1. one of several carton shelf plans must be selected, and 2. RJR brands shall exclusively occupy a minimum of the top shelf of section(s), plus additional rows on the next lower shelf or shelves in a contiguous manner, if applicable, at all times for the life of the merchandiser(s) furnished by RJR. Payment Calculation: Monthly Payment Volume Category We/I understand that fallure of performance of any of the above terms and conditions would no longer entitle retailer to participate in the RJR Non-Self-Service 1 Carton Shelf Plan Contract or to utilize in any way the merchandiser(s) furnished by RJR. If you wish to accept this offer, please sign and date and return the original to your RJR Representative. RJR Account Number **RJR Territory Number** Street Address State Call Classification Cigarette Volume Category: 200-299 List Plan(s) Selected **Total Quarterly Dollar Amount Number of Qualifying Stores** Retailer's Signature Date Con Contract Effe R.J. Revnolds Tobacco is your organization a corporation, government agency, or tax exempt? If not, enter your TIN in the applicable space provided: Individual Proprietorship: Partnership:

**DIVISION OFFICE** 

## RAUNTEYNOLDS/TOBACCO/COMPANY/ SAVINGS/CENTER/DISPLAY/PLAN

R. J. Reynolds Tobacco Company ("RJR") announces the foll update in the property of the control	HLY PAYME 19. With to specification 1 116 15 solice with 8 any such with	ENTIPER STORMS OF COMMENTS OF	duel name and eit ne, he may PRC or furnish cnly th coment to the color coment garries and color of the color the color of the color the color of the color the color of the color of the color	rmation is his locivitations talled in the may national m	ulticiont correct in lice re- addition to the re- eface the business lomenton "bonea" poligible information	ob ob ob ob ob
PLAN 2X  Insve oil in leading rided nearwood tombres with a vide better  * RUR reserves the right to contract for 24 additional rows, above the base, at the rate of \$1.00 per agn additional row; else out to be a vide of the representation of the reserves on the reserves on the reserves on the reserves on the reserves of the reserves on the reserves of the reserves			MINIMUM 3 CARTON WIDE	MINIMUM 8 C		
PLAN 3X map degree m	TOLUME ST.	CIGARETTE	t to υ <mark>γκΩφ</mark> τικην επ από ε Yie tellov	oor Dinkijq <sup>Plan</sup> a. this offe Xolease s	IneriPLAN Xilne ADDITIONAL PE	R
In stores selling a minimum of 500 cartons per week in <u>Volume Category 3X</u> , RJR reserves the right to contract for up to 32 additional rows, above the base, at the rate of \$2.00 per additional row.	2	200 <sub>,1</sub> 499 x6		1 001, 00, 00 gove		Ę
VOLUME CATEGORY 4 (EXCLUSIVE)			MINIMUM3		a de alte de la comp	ì
RJR will furnish the retailer a package/carton merchandiser(s) to display RJR savings brands.			CARTON VIDE	MINIMUM 8 C	ARTON WIDE	
RJR savings brands must occupy the entire RJR merchandiser exclusively.  RJR reserves the right to contract for up to 32 additional rows on any auxiliary fixture as approved by the RJR	VOLUME CATEGORY	CIGARETTE	PLAN O	PLAY /	ADDITIONAL GOOD	
Representative. 30000		500+/	*LT \$35.00	33-77 U O O V	3.00 PER ROW®	
VOLUME CATEGORY 5 and 6 (CONSOLIDATION)			and the second	Micro-Parlia di Antonia de Antonia de Antonia	ry/State	
Retailer merchandises all savings brands/generic brands merchandisers and a supplemental fixture as approved by R. RJR must occupy a minimum of the top two shelves of the R. The RJR merchandiser must accommodate a minimum of 45 PLAN 5X Inamys (Withold Staff In stores selling a minimum of 300 cartons per week	JR Sales Repres JR merchandise	<b>IGARE eyitatnes</b>	ers-exclusively o	200 - 499	enalmut HLH 10	°
in <u>Volume Category 5X</u> ; RJR reserves the right to contract for up to 48 additional rows, above the base, at the rate of \$2.60 per additional row.		) [		MININUM 8 C	AHTON WIDE	
PLAN 6X Pagment X8 NALL	VOLUME TO CATEGORY	CIGARETTE VOLUME	PLAN X	ADDITIO	NAL PER YMENT	
<ul> <li>In stores selling a minimum of 500 cartons per week         In <u>Volume Category 6X</u>, RJR reserves the right to         contract for up to 48 additional rows, above the         base, at the rate of \$3.00 per additional rows;</li> </ul>	8 <b>5</b> 03 Bed	<sup>300</sup> 300 - 499	\$30.00 \$64.00	\$2	60 3	
GENERAL REQUIREMENTS				\$ 1 to 100	· ·	_
Row definitions for RJR merchandisers  1' Shelf = 3 Rows TABLEMA BALLOG	B) SELECTED ALIFY22G	UD PO RESMU				. C#
2 1/2' Shelf • 8 Rows	, ii <b>e</b>		/ROVIS	PLANS		
3' Shelf = 9 Rows 4' Shelf = 13 Rows	1) 1)	1390		130		0
All RJR rows must be in a forward facing position and occup. All designated RJR shelf rows must be stocked no less than RJR reserves the right to plan-o-gram, adjust and divide its a Qualifying merchandiser(s) must have a minimum of four sillatered or modified in any way to change the configuration (c). The plan selected and capacity allocated for the display of R the time of contract signing.  Retailer will not permit non-RJR advertising, promotional or appended to the merchandiser(s).  RJR will supply a customer sign on selected RJR merchandisertising.  Only one plan may be selected by any retail store.  Retailer will permit the RJR Representative to make reascontract.	five cartons high allocated space theires and a mapacity, height, JR's products minformational maintenance. The administration and their space	n. as deemed nece aximum of seve width or depth), nust not at any tin aterial, including vertising copy w	ssary by the RJR n shelves. Merch except by an authorie be reduced fro that relating to the	andiser(s) supplied or retailer's own production of the production	ntative. nally agreed upon a cits, to be affixed a with RJR's current control of the cits in stores under the cits in sto	at or nt er
RJR will make payment by check as soon as practicable. P rata basis for stores rendering performance for less than o under this agreement from invoices due RJR However, RJF	ne full guarter t	out more than or	ne calendar monti	ı. Retailer will not c	leduct amounts du	16

## REJEREYNOLDS/TOBACCO/COMPANY/ SAVINGS/CENTER/DISPLAY/PLAN

correct information to issue a Form 1099 to the retailer for any taxable year powered by this agreement. In the case of an individual proprietorship, this? correct information to issue a Form 1099 to the retailer for any taxable year powered by this agreement. In the case of an individual prophetorship, this social security number of employer identification number for his sole proprietorship. In addition to the retailer's individual name, he may also provide his business name for the sole proprietorship, provided his individual name is listed before the business name. He may not furnish only the business name. With respect to partnerships, estates, trusts and similar entities, this information is the entity's or retailer's employer identification number as it appears on the partnership's Form 8501 (IRS Form number). As soon as the applicable information is provided to and processed by RJR, it will release any such withheld payments to the retailer. This portion of the provision does not apply if the retailer is a corporation. This offer is extended pursuant to RJR's general display plan. In the judgment of RJR, it is made available on proportionately equal terms to all competing retailers..... This contract will remain in effect until terminated upon notice by either party or until superseded by a new contract between both parties. In the event of failure of performance by retailer, this contract may be terminated by RJR. We/I understand that failure of performance of any of the above terms and conditions would no longer entitle retailer to participate in the RUB Savings Centry Permanent Floor Display Plan and to utilize in any way the merchandiser(s) furnished by RUB for this program.

(If you want to accept this offer) please sign and date below and return the original to your RUB Representative. If your Signature a corporation, government agono, or tax exempt?

Series of the corporation of the corporat TOUGHTOVEL VEGGGGGA O SHILLON MINHARM B CARFON HAUDIVEN CARTCH RJR will furnish the retailer a package/certon Proprietorship: ershio: shory anniver all a morals of thosphoningson unty Number RIR savings b. Codewill Chapter Bully the online RIR Store Name COOA Merchandicer oxolesively. 0 (10.19 CIGARETTE VOLUME RJR Acount Number RUB Art of herovous as sound yesterus yes no ewon Street Address Ó OPUL DE CATEGORY & REED & COHSCILIDATION) City/State Call Classification Branch (If Chain) CIGARETTE VOLUME CATEGORY d bevorgas se erufxit latinemeloque e one sresionariorem RJR must occupy a minimum of the top two shalves of the RJR merchandiser exclusively. The RJR merchandser must accommodate a minimum of 45 industry rows. 200 - 499 Monthly Payment In stores selling a minimum of 300 cartons per week in <u>XXIII named virtnoMSA. FUR resource Teap in to</u> contract for up to 48 additional rows, above the 2 N 500+11M Pato Additional Howa besa, at the rate of \$2 60 ners (ord row 500+ ADDITIONAL PER M/Base VC awoR lanoidbhAiARETTE Monthly Payment PLAN 6X Th: 9 WOB Σ. PAULIDY CATECORY .300 .. 499 \_;), =:\$ \_ Additional Rows of Ide Rate as a sear Rich X Monthly Payment 16V N Base (°) h ed eveds and length based or quinol mentioned Rate and Based way of Monthly Payment and a second sec 500+ Basa Additional Rows GENERAL REQUIREMENTS LIST PLAN(S) SELECTED Row definitions for RJR merchandisers NUMBER OF QUALIFYING **TOTAL QUARTERLY** Horica 1 PLANS/ROWS STORES DOLLAR AMOUNT 2 1/2' Shelf Hene' Rindwa must beria a forward filefig, poseb er terd coroga **a**nd ontre depti<mark>n of the shillfa.)</mark> **signatod Riff** shieft rows *ne राज्य करिय* कर तर हार पासता पूर्व caren regin. eserves the right to plan-orgiam, edjust and divide its allocated space as deemed necessary by the Park Representative. ying marchands-wish must have a micinium of the rest and a maximum of seven shubse. Manchands-wish substituted by BRR may not be der modified in any way to change the obligatation (capooty, height, withh or dopin), except by an authorized RJR Representative. 3653 ian selected and capacity allocated for the display of fitting a products must not at any time be recluded to an material any time be recluded to an material and any er will not a cent non-PJR advertising, promotic including that relating to the recaller's own prodicts, to be affixed or ided to the merchandiser(s) no imposto est illa. Retailer's Signature: a a contraction of the contraction R. A vall supply a classest sign on seig ic surrent Date Contract/Signed Gray case plan may be selected by any make Title: eq :// Ration will point up 2018 Beginsonvilla in ri daytang ZALA cada R. J. REYNOLDS TOBACCO COMPANY നു a Contract Effective Date 1 മാല RIS will away pay bend by check as com as preparable. Permanal an one calendar manth. Eatsfer will not dorbot kinounts due rata basis for siches rondering performmen fer lens than one p and the start of the fails to provide Rush with sufficient

DIVISION COPY

## R.J. REYNOLDS TOBACCO COMPANY SAVINGS SEGMENT CONTINUOUS COUNTER DISPLAY PLAN

R.J. Reynolds Tobacco Company ("RJR") announces the following counter display plan effective September 2, 1991,

Plan	€ Yolume : € Category : €	Volume W Per Week	A N	inity Vii ni
CCD	1 2	76 - 119 120 +	. <b>\$</b>	21.00 30.00

Cigarette volume will be determined by the average total weekly sales of all brands of cigarettes during the most recent three month period.

#### Plan CCD

RJR will furnish retailer a package display merchandleer with riser cards to display RJR Savings Segment brands. The riser cards' promotional message will be periodically changed at the discretion of RJR.

The following requirements apply to the above plans:

- Retailer must use package display merchandisers provided by RJR.
- The package merchandiser must be placed in a prominent, unobstructed position clearly visible to the customer, and mutually agreed upon by the retailer and an RJR representative.
- upon by the retailer and an RJR representative.

  RJR reserves the right to designate the Savings Segment brand styles to be displayed up
- Rétailer will not permit non-RJR advertising promotional or informational material, including that relating to the retailer's own products, to be affixed or appended to the display or display space unless specifically approved by RJR.
- Retailer will maintain adequate display of designated cigarette brands on display at all times.
- RJR will make payment by check as soon as practicable. Payment will be made for stores rendering full performance during a quarter and on a pro rata basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under this contract from product invoices due RJR. However, RJR may withhold payment for performance from the retailer if the retailer falls to provide RJR with sufficient correct information to issue a Form 1099 to the retailer for any taxable year covered by this plan. In the case of an individual proprietorship, this sufficient correct information is the retailer's social security number and his name as it appears on his social security oard of the same number. With respect to partnerships, estates, trust and similar entities, this information is the entity's or retailer's employer identification number and name as it appears on the partnership's Form 8501 (IRS Form number). As soon as this information is provided to and processed by RJR, it will release such withheld payments to the retailer. This portion of the provision does not apply if the retailer is a corporation.

This offer is extended pursuant to RJR's general display plan. RJR has other display plans for lower volume retailers that are available to competing retailers on a proportionally equal to basis. Contact your RJR representative for details.

This contract will remain in effect until terminated upon notice by either party or until superseded by a new contract between both parties. In the event of failure of performance by retailer, this contract may be terminated immediately by RJR.

We/I understand that failure of performance of any of the above terms and conditions would no longer entitle retailer to participate in the RJR Savings Segment Continuous Counter Display Pian and to utilize in any way the package display merchandiser(s) furnished by RJR.

If you wish to accept this offer, please sign and date below and return the original to your RJR Representative.

City/State	DBRIDGE	Branch (if chain)	1924 Value
Plan	Volume Category	Number of Qualifying Stores	Total Quarterly Dollar Amount
CCD		OPEN	\$ <u></u>
Use Confract Si		Retailer's Signature:  Title:  R.J. Reynolds Tobscco/Company	Stope-
RJRT Account Nu your organization a corporat		By:	10

## R. J. REYHOLDS TOBACCO COMPANY PREFERRED PRESENCE COUNTER DISPLAY PLAN

R. J. Reynolds Tobacco Company is pleased to announce the following display plans, effective April 1, 1990, for retail stores which sell 120+ CPU primarily by the package. This plan terminates and supersedes Permanent Counter Display plans and the Doral CCD Plan in the retail outlets which accept these plans.

#### General Requirements for Porticipation:

- e RJR Permanent Counter Display at cash register
- e RJR Promotional Counter Display
- RJR Designated Advertising

Payments will be made on a quarterly basis as follows. All payments shown per month per store:

Volume Category	Veekty Cigarette Volume	e 3 Trays e Promo Display e Designated Adv.	e 4 Trays e Promo Display e Designated Adv.
3	120-169	\$85	\$ 95
4 ,	170+	\$95	\$100
Plan	•	, ß	L3

Cigarette volume will be determined by the average total weekly sales of all brands of cigarettes during the most recent three-month period.

### Specific Requirements:

R. J. Reynolds Tobacco Company will furnish appropriate display fixtures and advertising vehicle for the plan selected by the retailer.

## • Cash Register Display

- This plan is made available to those retailers who position and maintain the display <u>adjoining</u> the primary cash register. The display selected will be placed with riser card(s) on top tray(s) and other advertising materials as determined by R. J. Reynolds Tobacco Company on lower tray(s) if applicable.
- The primary cash register position, as defined by R. J. Reynolds Tobacco Company, is a position directly adjoining the most active cash register and on the customer side or front of that register. Final approval of an acceptable display position will be determined by an R. J. Reynolds Tobacco Company representative.

## • Promotional Counter Display

- The Promotional Counter Display consists of a specially designed merchandiser for a combination of full price promotional packs and low price RJR brands.
- The display will be positioned on the primary checkout as agreed upon by the R. J. Reynolds Tobacco Company representative.

### Designated Advertising

- Designated RIR Advertising must be placed in an unobstructed location no more than 10 feet from the primary seiling area facing the consumer.
- The R. J. Reynolds Tobacco Company representative reserves the right to determine type and location of Designated Advertising placement.

Only one display plan may be selected by any one retail store.

## R. J. REYNOLDS TOBACCO COMPANY PREFERRED PRESENCE COUNTER DISPLAY PLAN

Retailer will continuously maintain an adequate display of designated brands carried by the retailer, as selected by R. J. Reynolds Tobacco Company. Displayed brands must be unobstructed and self-service to the consumer.

Brand selection will correspond to the riser card promotional messages which will be periodically changed at the discretion of R. J. Reynolds Tobacco Company.

The retailer will not permit posters, shelf strips, decats, or other advertising, promotional, or informational materials, including those relating to the retailer's own products, to be affixed or appended to any part of the display fixture(s) or designated advertising piece except those of R. J. Reynolds Tobacco Company which are a part of or relate to said displays or advertising piece.

Retailer will permit R. J. Reynolds Tobacco Company's representative to make reasonable audits of performance and to inspect and rotate stocks of R. J. Reynolds Tobacco Company's products in stores under contract.

R. J. Reynolds Tobacco Company will make payments by check as soon as practicable. Payments will be made for stores rendering full performance during a quarter, and on a pro-rata basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under contract from invoices due R. J. Reynolds Tobacco Company.

The attached contract will remain in effect, unless and until terminated by either party upon notice delivered to the other. In the event of failure of performance by retailer, this contract may be terminated by R. J. Reynolds Tobacco Company forthwith and without notice.

This offer is extended pursuant to R. J. Reynolds Tobacco Company's general plan, that, in the judgment of the Company, is made available on proportionately equal terms to all competing retailers.

We/I the undersigned retailer and R. J. Reynolds Tobacco Company, by signing below, thereby agree, for the type plan and stores designated below, to the terms and conditions of the R. J. Reynolds Tobacco Company Preferred Presence Counter Plan, dated April 1, 1990.

By signing this agreement, the retailer shall hold harmless, indemnify, and defend, R. J. Reynolds Tobacco Company, its parent, affiliates, officers, directors, and employees from and against all injuries or damage sustained, whether to person or property as a result of ceiling mount installation or other modification of the overhead package merchandiser, and any non-illuminated or lighted/electronic signage that requires ceiling mount installation as part of the R. J. Reynolds designated advertising.

Street Address ONE				unt Number	<del></del>
CICY/STATE WOODS!	-		NJ	zip 07095	
Call Classification			Branch (if cl	nain)	<del></del>
OPEN sire	le Correct	<u>Plan Under</u>	Appropriate Volume Cat	tegory	
Cigarette	3	4	Number of	Total Quarterly	
Volume Category	Trays	Trays	<b>Qualifying Stores</b>	Dollar Amount	.~
120-169 Cartons	3K3	3L3		\$	51
170+ Cartons	4K3	4L3		<del></del>	1847
		Total		\$	36

# R. J. REYHOLDS TOBACCO COMPANY PREFERRED PRESENCE COUNTER DISPLAY PLAN

Retailer's Signature Amon Mannes	- 1/15/92
Title: Mangan of Parch. C-States	Date Coptract Signed
	1/15/93
R. J. REYHOLDS TOBACCO COMPANY	Contract Effective Date
By: Jour	
Is your organization a corporation, government agency, or tax	exempt? VES (Yes/No)
If not, enter your TIN in the applicable space provided: Individual Proprietorship:	Partnership: